



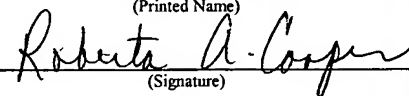
1-28-05

IFW\$

Application Serial No. 10/656,832

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Gary M. Richter, et al.  
Title: MERCHANDISING SYSTEM  
Appl. No.: 10/656,832  
Filing Date: 09/05/2003  
Examiner: Khoa H. Tran  
Art Unit: 3637  
Atty. Dkt. No.: 023720-0339

<b>CERTIFICATE OF EXPRESS MAILING</b>	
I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.	
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Roberta A. Cooper	
(Printed Name)	
	
(Signature)	

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 CFR §1.56**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of documents known to Applicants in order to comply with Applicants' duty of disclosure pursuant to 37 CFR §1.56.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicants do not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

02/03/2005 BABRAHA1 00000135 10656832

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180.00 DP

**TIMING OF THE DISCLOSURE**

The listed documents are being submitted in compliance with 37 CFR §1.97(c), before the mailing date of either a final action under 37 CFR §1.113, a notice of allowance under 37 CFR §1.311, or an action that otherwise closes prosecution in the application.

**RELEVANCE OF EACH DOCUMENT**

All of the documents are in English.

Applicants respectfully request that any listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

**FEE**

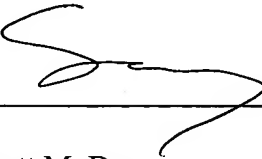
A fee in connection with submission of a supplemental information disclosure statement under 37 CFR §1.97(c) in the amount of \$180.00 in accordance with 37 CFR §1.17(p) is attached.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 CFR §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 06-1447. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 06-1447.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

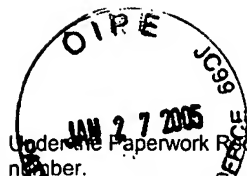
Respectfully submitted,

Date 1/27/05

By 

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MODIFIED PTO/SB/08 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Date Submitted: January 27, 2005

(use as many sheets as necessary)

**Complete if Known**

Application Number	10/656,832
Filing Date	9/5/2003
First Named Inventor	Gary M. Richter
Group Art Unit	3637
Examiner Name	Khoa H. Tran
Attorney Docket Number	023720-0339

Sheet 1 of 2

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	A1	6,823,997	B2	Linden et al.	11-30-2004	
	A2	6,719,152	B1	Nagel et al.	04-13-2004	
	A3	2003/0217980	A1	Johnson et al.	11-27-2003	
	A4	6,622,874	B1	Hawkinson	09-23-2003	
	A5	6,523,703	B1	Robertson	02-25-2003	
	A6	6,484,891	B2	Burke	11-26-2002	
	A7	6,464,089	B1	Rankin, VI	10-15-2002	
	A8	6,382,431	B1	Burke	05-07-2002	
	A9	6,357,606	B1	Henry	03-19-2002	
	A10	6,290,077	B2	Sosso	09-18-2001	
	A11	6,155,437		Rassent	12-05-2000	
	A12	6,142,317		Merl	11-07-2000	
	A13	6,105,791		Chalson et al.	08-22-2000	
	A14	6,041,720		Hardy	03-28-2000	
	A15	5,992,653		Anderson et al.	11-30-1999	
	A16	5,992,652		Springs	11-30-1999	
	A17	5,855,281		Rabas	01-05-1999	
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	A19	5,746,328		Beeler et al.	05-05-1998	
	A20	5,673,801		Markson	10-07-1997	
	A21	5,638,963		Finnelly et al.	06-17-1997	
	A22	5,469,976		Burchell	11-28-1995	
	A23	5,450,969		Johnson et al.	09-19-1995	
	A24	5,366,099		Schmid	11-22-1994	
	A25	5,265,738		Yablans et al.	11-30-1993	
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	A28	4,901,869		Hawinkson et al.	02-20-1990	
	A29	4,874,099		Arnott et al.	10-17-1989	
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	A32	4,762,236		Jackle, III et al.	08-09-1988	
	A33	4,496,127		Nelson	01-29-1985	
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	A35	3,452,899		Libberton	07-01-1969	
	A36	3,308,961		Chesley	03-14-1967	
	A37	2,652,154		Stevens	09-15-1953	
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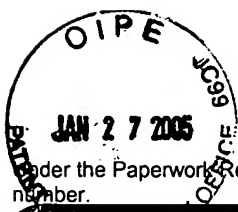
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: January 27, 2005 (use as many sheets as necessary)				<b>Complete if Known</b>	
				<b>Application Number</b>	10/656,832
				<b>Filing Date</b>	9/5/2003
				<b>First Named Inventor</b>	Gary M. Richter
				<b>Group Art Unit</b>	3637
				<b>Examiner Name</b>	Khoa H. Tran
<b>Sheet</b>	2	of	2	<b>Attorney Docket Number</b>	023720-0339

**U.S. PATENT DOCUMENTS**

		U.S. Patent Document				
	A39	1,750,575		Cubberley	03-11-1930	
	A40	1,117,255		Schmidt	11-17-1914	
	A41	1,030,317		Middaugh	06-25-1912	
	A42	870,993		Richardson	11-12-1907	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>

<b>Examiner Signature</b>		<b>Date Considered</b>	
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